



FOR IMMEDIATE RELEASE

Office of Lt. Gov. Joseph A. Garcia

Toya Nelson, ServeColorado, 303.866.2524
Lisa Winkler, ServeMinnesota, 612.333.7749
Target Media Hotline, 612.696.3400

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Serve Colorado Receives \$150,000 Donation from Target as Part of the Retailer's Longstanding Commitment to Education and Reading

DENVER - (Feb. 27, 2012) —Serve Colorado today announced a \$150,000 grant award donation from Target, which will be used to establish the Colorado Reading Corps, an early literacy program designed to help children become successful readers. This contribution is part of Target's commitment to helping more U.S. children reach the critical academic milestone of reading proficiently by the end of third grade. Target is donating a total of \$50 million to educators, schools and nonprofit organizations across the country to help ignite a love of learning among children.

"Reading is an essential building block for future learning and lifetime success," said Lt. Gov. Joe Garcia. "This collaboration with Target and Serve Minnesota to create a model literacy program in schools will help fulfill our vision to ensure every child is healthy, valued and thriving."

Without reading skills as the foundation for education and economic achievement, children are at risk for lifelong negative consequences associated with illiteracy. More than one quarter of Colorado's third graders are not reading at grade level. Research shows that when students get off to a poor start in reading, they rarely catch up and become "in-school dropouts" as early as fourth grade.

The Colorado Reading Corps is based on the successful Minnesota Reading Corps, a proven model that is an integrated component of Minnesota's solution to childhood illiteracy. Over the past eight years since its launch, it consistently demonstrates positive results, combining the

people power of AmeriCorps with the science of how children learn to read.

The funding from this grant will be used to provide programmatic support of 20 AmeriCorps members in the Colorado Reading Corps in Denver Public Schools. These members will provide hands-on literacy instruction for children in kindergarten – third grade.

“To ensure more students are reading proficiently by the end of third grade, and in turn, graduating from high school on time, Target is dedicated to providing resources to help bring learning to life,” said Laysha Ward, President, Community Relations, Target. “We’re proud to partner with the Reading Corps and Serve Colorado as part of our ongoing commitment to invest in innovative education programs that help keep children on the path to graduation.”

In addition to supporting education through grants such as the one received by Serve Colorado, Target also funds several signature education programs aimed at helping students and teachers excel. For example, Take Charge of Education is an initiative that empowers guests to direct a portion of their Target REDcard purchases to an eligible K-12 school of their choice. Another example is Target School Library Makeovers. Through this initiative, Target leverages its design and construction expertise to completely transform school libraries across the country.

These are just two examples of the many ways Target supports local communities and helps to reinforce the important role reading plays in shaping a child’s future. It is through these programs and many others that Target plans to reach a total of \$1 billion in giving to education, with a focus on reading, by the end of 2015.

About Serve Colorado – Governor’s Commission on Community Service

Serve Colorado strives to build a culture of citizenship, service, and responsibility in Colorado. Serve Colorado works under the leadership of a board of fifteen Commissioners to distribute and administer Colorado’s allocation of AmeriCorps*State funding from the Corporation for National and Community Service (CNCS). The current program portfolio consists of sixteen programs working to meet a variety of immediate and local needs throughout Colorado communities, including environmental stewardship, academic tutoring, youth mentoring, healthy futures,

economic opportunity, and more! Additionally, Serve Colorado promotes volunteerism and service as a means to strengthen Colorado communities through days of service, special initiatives, and community partnerships. For more information, visit www.colorado.gov/servecolorado.

About the Minnesota Reading Corps

Minnesota Reading Corps is a statewide literacy initiative of ServeMinnesota, the Minnesota Commission for National and Community Service. Trained AmeriCorps members provide individualized tutoring and proven interventions to those children who are at risk for not reading at grade level. The evidence-based program was launched in 2003 serving 250 children.

Currently, there are nearly 500 Reading Corps sites across the state serving more than 20,000 students. Since 2004, outside evaluators report that preschoolers participating in the Minnesota Reading Corps program started kindergarten significantly more prepared in literacy skills than other children. Statewide, nearly 70 percent of third-grade participants, all of whom were at significant risk of failing, passed Minnesota reading assessment tests – as compared to the 76 percent pass rate for all Minnesota children. Seeing these impressive results, Target selected the Minnesota Reading Corps as a key partner to close the achievement gap for Minnesota students and in two other communities nationwide, Washington, D.C. and Denver, Colorado. For more information, visit www.serveminnesota.org.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,762 stores in 49 states nationwide and at Target.com. In addition, the company operates a credit card segment that offers branded proprietary credit card products. Since 1946, Target has given 5 percent of its income through community grants and programs; today, that giving equals more than \$3 million a week. For more information about Target's commitment to corporate responsibility, visit Target.com/hereforgood.